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Introduction

We are redefining the online experience for (NSU) Nova Southeastern University. The purpose of redesigning nova.edu is to create a fresh, recruitment focused website for prospective Undergraduate and Graduate students to learn about the opportunities NSU has to offer them.

The University Wide Experience (UWE) guidelines are a reference for all designers and developers creating websites for NSU under the new nova.edu template.

These guidelines are crucial to keeping our user experience as cohesive as possible while making the student experience at NSU even better.

We always welcome feedback and suggestions. Please send all of your comments and feedback to styleguide@nova.edu.
Design Philosophy

Listen ● Create ● Deliver

Our design philosophy is centered on three key principles: Hear, Create, and Deliver.

- Hear what our audience wants and needs
- Create a new and innovative experience
- Deliver a quality product that exceeds expectations.

What goes where?

Remember your focus should be on recruiting prospective students while still working and providing current students with the best service. It is important to separate internal content from external on our public facing website. (EX. Faculty and Staff birthdays are not homepage material for Nova.edu and should kept strictly internal.) Internal content should be moved onto internal systems like Shark Link.

UWE are the guidelines that hold NSU’s online experience together. Content that already exists in Nova.edu should not be duplicated, but linked to from one location within our overall navigation structure.
The Design

Overview

The website will use responsive web design to respond to the user’s behavior and environment based on screen size, platform and orientation. This practice consists of a mix of flexible layouts, images and an intelligent use of CSS media queries. All these elements combined together to create a responsive design.
The Design

It starts with 2 Designs

There are two designs for the website one is the resizable layout and the other is the mobile friendly version. Although there is one website experience each offers similar information, the mobile version is condensed in some areas for an on-the-go reading environment.
Desktop Version

We have designed 3 templates in a responsive layout, with the first being the home page. The home page consists of several unique elements that help emphasis key content like undergraduate, graduate & professional, news, and events information. Second is a landing template that encompasses everything in a specific section. Then finally we have the internal page template, a lower page that offers the user more in-depth information.
Mobile Version

The mobile friendly design serves as the desktop versions counterpart to fit in a smaller screen size. This design has also condensed the content to make it easier to view.
Logo

Here is a sample of what logo should be used:

For the main Nova.edu site we are using the Flush Left Two Line Logo.

The logo placement on the website should be above the banner and aligned left in the main navigation. The logo should have at least 20px of space between the right of the logo and the first navigation item.
Logo (Departments & Colleges)

For the rest of the websites we have the option shown below which is similar but with a Logo Lockup.

The option shown features the name of the college below the standard NSU logo. The college or department name should be centered within the badge. The badge should be about 50px away from the navigation.

College & Department Logo Linking

When applying the college/department logo to your template structure please ensure that you link the main NSU logo to http://nova.edu. The name of the college/department should link to the website that your building. To see an example of this in action please navigate to: http://nova.edu/oit.
Fonts & Hierarchy

The following fonts and font sizes are used to define the hierarchy within the websites content. It is also meant to bring importance to certain areas while defining spaces within the content.

**Helvetica Neue LT Std 80px**
To be used only on main banner titles for home and landing pages in all caps

**Helvetica Neue LT Std 40px**
Minimal size to be used only on main banner titles for home and landing pages in all caps

**Helvetica Neue LT Std 16px**
To be used only on main banner subtitles for home and landing pages in all caps

**Helvetica Neue LT Std 13px**
Minimal size to be used only on main banner subtitles for home and landing pages in all caps

**Open Sans 24px**
To be used in bold all caps as header text

**Open Sans 22px**
To be used in bold all caps as header text

**Open Sans 18px**
To be used in bold

**Open Sans 16px**
To be used in bold

**Open Sans 13px**
To be used in bold

Arial 12px (o regular san-serif family web font)
- Content text

Arial 10px (o regular san-serif family web font)
- Featured box text
Colors

NSU’s main color is blue, which is why we have chosen the following color variations for our online experience.

#6cb8fa  #399cf1  #2f95e4  #3c89c9  #0647c7  #102583

#ffffff  #f259f9  #e0e0e0  #c7c7c7  #cccccc  #767474
Icons

We have designed a specific look for icons that will be used across the website. The icons shown below can be used with the newly designed templates:
The action panel uses specific elements from the overall design to draw importance to clickable items. By using an icon from above and adding a background splash button, we draw attention to the clickable area.
Navigation

Main navigation areas are meant to be kept the same throughout the website. Each item links to a landing page for that category. Under each item there is Sub navigation.

Sub Navigation

Each main navigation items comes with a set of sub navigation items that will be showcased in a panel that opens when the user rolls over a main navigation item. The example below shows the open state of the Graduate & Professional section of Nova.edu’s main navigation.

*Please note that each open panel can contain up to four featured items with images, text, and a button linking to the desired content area with additional Secondary items are featured on the right hand side of the panel.
Navigation (cont’d)

Internal Page Navigation

The internal page navigation is showcased to the left side of an internal page. Each internal page navigation item has the capability of having 2 levels of additional navigation.
Navigation (cont’d)

Breadcrumbs Navigation

The breadcrumbs are placed above the content in the internal pages to show the user where they came from in the website. It would show like in the sample image below:
Navigation (cont’d)

Footer

The footer will be kept the same across nova.edu, colleges, and departments (with the exception of University School). University Relations decided upon the quick links in the footer as being the most relevant and important throughout NSU. The footer is clickable to open whenever the user likes, while also opening automatically when you reach the bottom of the page. Along with the list of quick links, we also have a feed to NSU’s twitter and social media icons.
Image Background

The background image is meant to compliment the overall visual language of the website’s content and should not over power the banners. They should have a certain level of opacity like in these samples.
Banners

The visual language for each banner is primarily to focus on a specific feature of the university. When a student, faculty, or staff member is featured in a banner the blue subtitle goes behind the person/figure. The main idea is that the student/figure is always in the forefront at NSU.

*Internal page banners are generated by CMS. CMS administrators must provide image and text inside the CMS to accomplish the end product.*
Buttons

The following is a list of button styles that are shown throughout the site.

**Styles**

[Image of button styles]
Links

The following is list of samples of how links should be displayed and the colors used in the website content.
**Links (cont’d)**

**QUICK LINKS**

- Prospective Undergraduates
- Prospective Graduates
- Current Students
- Alumni
- Museum of Art / Fort Lauderdale
- Military and Veterans
- Faculty & Staff
- International Students
- Apply Now
- Request a Visit
- Campus Map
- Shark Athletics
- Virtual Tour
- Shark Mobile Application
- Social Media

**FEATURE BOX LINKS**

- Link Color: #004083
  - Link: #004083
  - REQUEST INFORMATION
    - Find more information on one of NSU's master's, doctoral, or professional programs.
    - GET STARTED
  - Hover Link (underline): #767474
  - REQUEST INFORMATION
    - Find more information on one of NSU's master's, doctoral, or professional programs.
    - GET STARTED
  - Visited Link Color: #399cf1
  - Visited Link: #399cf1
  - REQUEST INFORMATION
    - Find more information on one of NSU's master's, doctoral, or professional programs.
    - GET STARTED

**TABLE LINKS**

<table>
<thead>
<tr>
<th>White Bg Link: #004083</th>
<th>Grey Bg Link: #004083</th>
</tr>
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<tbody>
<tr>
<td><strong>UNDERGRADUATE CERTIFICATES</strong></td>
<td><strong>E-MAIL</strong></td>
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<tr>
<td>ESOL</td>
<td></td>
</tr>
<tr>
<td>Paralegal Studies</td>
<td></td>
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<tr>
<td>Substance Abuse Studies</td>
<td></td>
</tr>
<tr>
<td>Web Programming and Design</td>
<td></td>
</tr>
<tr>
<td>Hover White Bg Link (line): #767474</td>
<td>Hover Grey Bg Link (line): #767474</td>
</tr>
</tbody>
</table>

**CONTENT SUB LINKS**

**What are certificate programs?**

At NSU, we pride ourselves on preparing our graduates for success beyond the classroom. We boast some of the top graduate programs in the nation, and our alumni include accomplished doctors, lawyers, business executives, nurses, therapists, pharmacists, mediators, computer scientists, marine biologists, and educators. Whether pursuing a master's or doctoral degree, you'll have access to state-of-the-art facilities, cutting-edge technology, and distinguished faculty members who remain actively engaged in their fields.

And no matter the degree program you choose, you'll have opportunities for internships, clinical experiences, and preceptors—allowing you to apply the theories you learn in class to the real world.

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Homepage

The homepage serves as the entryway to our NSU experience. It contains several components like the action panel and news feed to give the user the most up-to-date information upfront.

* Please note that this feature is only available on the NSU home page and College home pages. The majority of websites contained within the Nova.edu website structure will start with a internal page template.
Action Panel

The Action Panel was designed to give users quick access to important areas in the website. One click in the Action Panel switcher and the content slides into the Action Panel content area. When deciding what items to place in the Action Panel take a look at what your college or departments student facing priorities are and allow them to have quicker access by placing them in the action panel.
The news feed was designed as another quick access point to showcase all the most up-to-date news items and events. The News Feed blocks require an image, title, and description.

The news feed items require the following:

- An image sized at 214 px X 151 px
- Title with a max of 47 characters
- A brief description of 61 characters
**Landing Page**

The Landing Page is designed to be the home of a specific section. It was designed to breakdown what each section is about making it easier for those that do not yet know what page they want to go to.
The Landing Page Tab Panel is designed to give you a brief overview of a specific topic. You can switch between tabs to read a brief description on a specific section. The visual language is consistent with a brochure offering brief information. Please note that the tabs on this page should reflect, internal page navigation for that particular section. The graphic below illustrates what the Landing Page Tabbed Panel should look like and how it relates to the internal page navigation structure.

* The panel also contains featured boxes to bring focus to something related to the content inside that section.

* Each section should have at least one featured box per panel keeping consistency with the other landing pages that have been previously developed.
Internal page

The page offers a more in-depth look at a specific section of content in the website. It offers a collapsible side navigation as well as feature boxes under the navigation. Featured boxes can also be added in the main content area as long as there are more than 2 paragraphs of content.
Application Pages

For applications that are associated with Nova.edu, colleges, departments, and centers an open template has been designed. The template is open with a header containing the nova logo and space for you to place navigation items for your application if needed. Below is a sample of what the template looks like.

* We have also implemented a simple footer that matches the styling of the footer from the main website design.
Agreement

I have carefully read this release and understand and agree with its contents. I have also received a copy of the Style Guide for my reference. I understand that following this guide will ensure the consistency of the nova.edu experience. If I have further questions I know I can email styleguide@nova.edu to get an answer to my questions.

PLEASE SIGN AND DATE BELOW.

X ________________________________ DATE ________________________________
Appendix

The following has been updated since the first issue of this document:

05/13/2014

Page 5 - Correction second swatch with Hex code #e0e0e0 was changed to #f2f5f9.

Page 10 - Colleges logo placement was changed to reflect new approved blue colored tab.

Page 19 - College homepage background sample was changed to reflect the new approved blue tab.
Page 23 - Newsfeed sample was updated to reflect the current look.